Printed: 08/03/2012 8:15 AM Last Received: 08/03/2012 8:02 AM

Showing Buylines: All Lines

KTNV-TV LAS VEGAS, NV Station

) .NRCC/IE Advertiser (NRCC IE 2012 **Product**

Estimate# 2958

Buyer Tracey Robinson

Phone# Fax#

) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Agency Sales Office (

& PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2958

Flight Dates 09/28/2012 - 10/04/2012

Hiatus Weeks

Salesperson Phone# Salesperson FAX#

Salesperson (

215-567-6005 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

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--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 39,750 PLS CONFIRM ASAP THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating	1 : 1.0	F	 5A-6A	ACTION NWS@5AM	:30	\$225.00	09/28-09/28	1	1	1	\$225.00	
Rating	2 j: 1.0	M	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/01-10/01	1	1	1	\$225.00	
Rating	3 j: 1.0	TU	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/02-10/02	1	1	1	\$225.00	
Rating	4 j: 1.0	W	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/03-10/03	1	1	1	\$225.00	
Rating	5 j: 1.0	TH	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/04-10/04	1	1	1	\$225.00	
Rating		F	6A-7A	ACTION NWS@6AM	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
Rating	7 j: 1.2	М	6A-7A	ACTION NWS@6AM	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
Rating	8 j: 1.2	TU	6A-7A	ACTION NWS@6AM	:30	\$450.00	10/02-10/02	1	1	1	\$450.00	

Traffic Order# 6838492 Ver# 1 Status New 6838492

Rep Order# EC'd Yes

Printed: 08/ Last Received: 08/0 Showing Buylines: All Lines

08/03/2012 8:15 AM 08/03/2012 8:02 AM

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Advertiser Product Estimate#	TNV-TV LAS ().NRC NRCC IE 201 2958	CC/IE 2	7	& PLAG ALEXA Agency C/P1/P2/F	NG Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY							
Buyer Phone# Fax#	Tracey Robins	son		Flight Dates Hiatus Weeks	09/28/2012 - 10/04/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
9 Rating: 1.2	W 2	6A-7A	ACTION NWS@6AM		:30	\$450.00	10/03-10/03	1	1	1	\$450.00	
10 Rating: 1.2	TH	6A-7A	ACTION NWS@6AM		:30	\$450.00	10/04-10/04	1	1	1	\$450.00	
11 Rating: 1.2	F	7A-9A	GD MRN AMR		:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
12 Rating: 1.2	M	7A-9A	GD MRN AMR		:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
13 Rating: 1.2	TU	7A-9A	GD MRN AMR		:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
14 Rating: 1.2	W	7A-9A	GD MRN AMR		:30	\$450.00	10/03-10/03	1	1	1	\$450.00	
15 Rating: 1.2	TH	7A-9A	GD MRN AMR		:30	\$450.00	10/04-10/04	1	1	1	\$450.00	
16 Rating: 1.0	SA	5A-6A	ACTN NWS SA@5A		:30	\$225.00	09/29-09/29	1	1	1	\$225.00	
17 Rating: 1.7	SA	6A-7A	ACTN NWS SA@6A		:30	\$450.00	09/29-09/29	2	1	2	\$900.00	
18 Rating: 1.2	SA	8A-9A	ACTN NWS SA@8A		:30	\$450.00	09/29-09/29	1	1	1	\$450.00	
19 Rating: 1.2		5A-6A	ACTN NWS SU@5A		:30	\$225.00	09/30-09/30	2	1	2	\$450.00	

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08/03/2012 8:15 AM 08/03/2012 8:02 AM 3 of 7

Advertiser (VEGAS, NV C/IE 2		Agency () & PLAC ALEXA Agency C/P1/P2/F	NG Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY								
	Buyer Tracey Robinson Phone#			Agency C/P1/P2/E 155/426/2958 Flight Dates 09/28/2012 - 10/04/2012 Hiatus Weeks				Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
20 Rating: 1.4	SU	 6A-7A	ACTN NWS SU@6A		:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
21 Rating: 1.6	SU	8A-9A	ACTN NWS SU@8A		:30	\$450.00	09/30-09/30	2	1	2	\$900.00	
22 Rating: 1.5	F	11A-12P	ACTN NEWS@11AM		:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
23 Rating: 1.5	М	11A-12P	ACTN NEWS@11AM		:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
24 Rating: 1.5	TU	11A-12P	ACTN NEWS@11AM		:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
25 Rating: 1.5	W	11A-12P	ACTN NEWS@11AM		:30	\$450.00	10/03-10/03	1	1	1	\$450.00	
26 Rating: 1.5	TH	11A-12P	ACTN NEWS@11AM		:30	\$450.00	10/04-10/04	1	1	1	\$450.00	
27 Rating: 1.6	F	4P-5P	JUDGE JUDY		:30	\$400.00	09/28-09/28	2	1	2	\$800.00	
28 Rating: 1.6	М	4P-5P	JUDGE JUDY		:30	\$400.00	10/01-10/01	2	1	2	\$800.00	
29 Rating: 1.6	TU	4P-5P	JUDGE JUDY		:30	\$400.00	10/02-10/02	2	1	2	\$800.00	
30 Rating: 1.6	W	4P-5P	JUDGE JUDY		:30	\$400.00	10/03-10/03	2	1	2	\$800.00	

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Station KTNV-TV LAS VEGAS, NV Advertiser ().NRCC/IE Product NRCC IE 2012 Estimate# 2958				& PLA ALEXA Agency C/P1/P2/	NG Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY							
Buyer Phone# Fax#	Phone#			Flight Dates 09/28/2012 - 10/04/2012 Hiatus Weeks				Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
31 Rating: 1.6	TH	 4P-5P	JUDGE JUDY		:30	\$400.00	10/04-10/04	2	1	2	\$800.00	
32 Rating: 1.9	F 9	5P-530P	ACTION NWS@5PM		:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
33 Rating: 1.9	M 9	5P-530P	ACTION NWS@5PM		:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
34 Rating: 1.9	TU)	5P-530P	ACTION NWS@5PM		:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
35 Rating: 1.9	W	5P-530P	ACTION NWS@5PM		:30	\$500.00	10/03-10/03	1	1	1	\$500.00	
36 Rating: 1.9	TH	5P-530P	ACTION NWS@5PM		:30	\$500.00	10/04-10/04	1	1	1	\$500.00	
37 Rating: 1.8	M 3	529P-530P	ABC NWS ADJ		:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
38 Rating: 1.8	W 3	529P-530P	ABC NWS ADJ		:30	\$1,000.00	10/03-10/03	1	1	1	\$1,000.00	
39 Rating: 1.	F	6P-7P	ACTION NWS@6PM		:30	\$750.00	09/28-09/28	1	1	1	\$750.00	
40 Rating: 1.5	M 5	6P-7P	ACTION NWS@6PM		:30	\$750.00	10/01-10/01	1	1	1	\$750.00	
41 Rating: 1.5	TU 5	6P-7P	ACTION NWS@6PM		:30	\$750.00	10/02-10/02	1	1	1	\$750.00	

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Station Advert Produc Estima Buyer Phone	tiser (ct] ate# 2	NV-TV LAS ONRCC IE 2012 2958 Fracey Robins	C/IE 2	7	Agency (& PLA ALEXA Agency C/P1/P2/I Flight Dates Hiatus Weeks	G Rep Firm Sales Office Salesperson Salesperson Salesperson	() A Phone#	ANJIE BRAI 215-567-60	ILADELPHIA IJIE BRADY 215-567-6005 215-567-5938				
Fax#	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
 Rating	42 1: 1.5	W	 6P-7P	ACTION NWS@6PM		:30	\$750.00	10/03-10/03	1	1	1	\$750.00	
Rating	43 : 1.5	TH	6P-7P	ACTION NWS@6PM		:30	\$750.00	10/04-10/04	1	1	1	\$750.00	
Rating	44 j: 1.8	SU	6P-630P	ACTION NWS@6PM		:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
Rating	45 : 1.2	F	7P-730P	ACCESS HOLLYWD		:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
Rating	46 : 1.2	М	7P-730P	ACCESS HOLLYWD		:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
Rating	47 f: 1.2	TU	7P-730P	ACCESS HOLLYWD		:30	\$400.00	10/02-10/02	1	1	1	\$400.00	
Rating	48 r: 1.2	W	7P-730P	ACCESS HOLLYWD		:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
Rating	49 j: 1.2	ТН	7P-730P	ACCESS HOLLYWD		:30	\$400.00	10/04-10/04	1	1	1	\$400.00	
Rating	50 j: 1.2	F	730P-8P	MILLIONAIRE		:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
Rating	51 j: 1.2	М	730P-8P	MILLIONAIRE		:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
Rating	52 r: 1.2	TU	730P-8P	MILLIONAIRE		:30	\$400.00	10/02-10/02	1	1	1	\$400.00	

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Advertiser Product Estimate#	TNV-TV LAS ().NRC NRCC IE 201 2958	CC/IE 2		& PLA ALEXA Agency C/P1/P2/	NG Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY							
Buyer Phone# Fax#	one#			Flight Dates 09/28/2012 - 10/04/2012 Hiatus Weeks			2	Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
53 Rating: 1.	W	730P-8P	MILLIONAIRE		:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
54 Rating: 1.	TH	730P-8P	MILLIONAIRE		:30	\$400.00	10/04-10/04	1	1	1	\$400.00	
55 Rating: 3.	SA 8	5P-830P	SAT NT FTB		:30	\$3,500.00	09/29-09/29	1	1	1	\$3,500.00	
56 Rating: 2.	F 6	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	09/28-09/28	1	1	1	\$1,200.00	
57 Rating: 2.	M 6	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	10/01-10/01	1	1	1	\$1,200.00	
58 Rating: 2.	TU 6	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	10/02-10/02	1	1	1	\$1,200.00	
59 Rating: 2.	W 6	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	10/03-10/03	1	1	1	\$1,200.00	
60 Rating: 2.	TH 6	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	10/04-10/04	1	1	1	\$1,200.00	
61 Rating: 1.	F 3	1135P- 1205A	ABC-NITELINE		:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	М	1135P- 1205A	ABC-NITELINE		:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
63 Rating: 1.	TU	1135P- 1205A	ABC-NITELINE		:30	\$450.00	10/02-10/02	1	1	1	\$450.00	

Rep Order# 6838492 Status New Traffic Order# 6838492 **Printed:** 08/03/2012 8:15 AM 7 of 7 Ver# EC'd Yes Last Received:

08/03/2012 8:02 AM

Showing Buylines: All Lines

KTNV-TV LAS VEGAS, NV) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Station Agency & PLACEMENT, 815 SLATER LANE Sales Office (Advertiser) .NRCC/IE) PHILADELPHIA **Product** NRCC IE 2012 ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY Estimate# 2958 Agency C/P1/P2/E 155/426/2958 **Buver** Tracey Robinson Flight Dates 09/28/2012 - 10/04/2012 Salesperson Phone# 215-567-6005 Phone# **Hiatus Weeks** Salesperson FAX# 215-567-5938 Fax# LTLen Spots/Week # of Total Cost Ln Day Time Program Rate Dates Total Daypart Weeks Spots ____ ______ 1135P-:30 \$450.00 64 W ABC-NITELINE 10/03-10/03 1 1 1 \$450.00 1205A Rating: 1.3 65 TH 1135P-ABC-NITELINE :30 \$450.00 10/04-10/04 1 1 1 \$450.00

Rating: 1.3

---REPORT TOTALS---

Report Totals: 73 / \$39,750.00

---SALES MONTHLY TOTALS---

Sep 12: 23 / \$13,450.00 Oct 12: 50 / \$26,300.00

1205A

Sales Totals: 73 / \$39,750.00 Station Totals: 73 / \$39,750.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

\$198,750 Market Totals 0 % 20% 29% 20% KTUD KBLR KLAS KSNV KTNV 0 % KVCW 0% KVMY 3% KVVU 28%

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE